



NEW JERSEY CHAPTER

SPONSORSHIP & MARKETING GUIDE

ABOUT THE MPI NEW JERSEY CHAPTER

Established in 1986, The MPI New Jersey Chapter is the largest statewide trade association for the meeting industry and is committed to helping its members advance their careers through superior education, networking and professional development opportunities.

When you partner with The MPI New Jersey Chapter, you become part of an organization dedicated to your growth and success. You'll connect with the innovative learning, passionate people and big ideas that will empower you to become an agent of change and reinvent the world.



SHARE YOUR CITY SPONSORSHIP: \$5,000 (JUST \$500 PER HOTEL PARTNER)

Available only 4 times annually with MPI New Jersey

The Share Your City Sponsorship is a unique opportunity for destinations to visit The MPI New Jersey Chapter and sponsor a Chapter Networking Event. The destination will have the opportunity to showcase up to 10 hotel partners, provide giveaways or raffle prizes to attendees, and give a presentation. With your support and guidance, MPI New Jersey will coordinate the location, handle the registration and market the event to our members and industry community.

Event Sponsorship

- DMO/CVB recognition at sponsored program and on all marketing material promoting the event
- Ability to showcase up to 10 partners at the sponsored program with exhibit booth
- Stage time available at the program (10 minutes maximum)
- Logo on registration website and registration pages
- Ability to provide promotional giveaway/collateral material to attendees
- Post-Event Attendee list following the sponsored program
- Recognition on chapter's sponsorship page with logo/hyperlink to website for the current term
- Logo in chapter email marketing promotions including monthly events email and newsletter for current term

Advertising

- Three (3) advertisements included in the Monthly Chapter Newsletter
- Three (3) Social Media posts

Contact Heather Kresge, admin@mpinewjersey.org to secure your sponsorship!

SEE THE IMPACT OF SPONSORING WITH THE MPI NEW JERSEY CHAPTER

PLANNER MEMBERS REPORT BOOKING IN THE FOLLOWING US LOCATIONS:

\$175 MILLION
IN BUYING POWER

19% IN THE NORTHEAST

15% IN THE SOUTH

13% IN THE MIDWEST

11% IN THE MOUNTAIN & NW

*27% PLAN IN OTHER VARIED REGIONS

TOP INTERNATIONAL MEETING DESTINATIONS INCLUDE

CANADA BERMUDA
ITALY SPAIN
MEXICO UK



65%
OF MEMBERS ARE PLANNERS

30%
OF PLANNER MEMBERS BOOK MEETINGS OVER 500 ATTENDEES

MEMBERS FROM TOP NJ COMPANIES

ABBVIE INC.
AM BEST
ASHFIELD EVENT EXPERIENCES
BASF
EDUCATION TESTING SERVICES
EISAI
IEEE

JANSSEN
MARITZ
MEDFORCE
MERCK
REGENERON HEALTHCARE
SYNEOS HEALTH
VERIZON